

Immunize – Win a Prize Exceeds Goals

On Aug, 1, 2003, KDHE's Immunization Program implemented an immunization outreach pilot project "Immunize and Win a Prize." The project ended Sept. 17, 2004. The purpose of the project was to promote and increase immunizations of children ages birth-35 months to prevent future illness.

During the project, each time a child was immunized in a participating clinic, the parent received a different incentive on each visit. The incentives included: Bottle of Infants Tylenol, digital thermometer, first aid kit or \$10 worth of free coupons to the local Sonic stores in the county. Each child that completed his or her primary immunization series, 4 DtaP, 3 Polio, 1 MMR, 3 Hib and 3 Hep B was entered into a grand prize drawing that were held at the local health departments.



Each county had 3 winners, each winning either \$300 paid toward the utility bill of their choice, an all expense paid weekend vacation to the Sedgwick County Zoo or 35 hours of free long distance service provided by Birch Telecom. There were 30 winning families from the 10 counties that participated in this pilot project: Cherokee, Crawford, Cowley, Geary, Labette, Montgomery, Riley, Saline, Shawnee, and Wyandotte.

The Kansas Foundation for Medical Care performed their *Childhood Immunization Measurement* in these 10 counties before the pilot project began, and again approximately eight months into the project. At that time, these 10 counties showed a 30 percent overall increase in their immunization rates. The next *Childhood Immunization Measurement* data collection is scheduled for March - April 2005, with final results being released in early June 2005.

Due to the current success of this pilot project, funding has been made available to continue and expand the "Immunize and Win a Prize" program statewide to all 105 counties, to any and all Vaccines For Children (VFC) providers who choose to participate. Any child birth-2 years of age who receive his or her immunizations at a Vaccines For Children immunization provider will be eligible to receive incentives. The "per visit" incentives for this project will include Infants Tylenol, Digital Thermometers and our own Bee Wise Beanie Bee! Families of children who complete their primary series of 4-3-1-3-3-1 (now including Varicella vaccine) by age 2 will be entered into the grand prize drawings to be announced soon!

This project is made available by Social Rehabilitative Services Medicaid program with funding from tobacco settlement money received by the state of Kansas, Centers for Disease Control along with business partners Birch Telecom and McNeil Consumer & Specialty Pharmaceuticals.